

Contents

Ser.	Research's Title	Researcher's Name	Nation- ality	Page No.
Research in the field of architecture				
1	Public art and heritage conservation A Case Study of Historic Cairo	Assist. Prof. Dr.ahmed Elshahat Elmenshawy Dr.Rasha Elsaeid Mohamed		1 – 15
2	Traditional house architecture in the city of Adrar, between the function of design and preservation of identity	Dr.Asma Bachikh Researcher. Belbachir Amina		16 – 43
3	Aesthetic values and structural systems for selections of Mamluk architecture. To attract tourism locally and internationally	Assist. Prof. Dr. Asmaa Mohamed Aly Shahin		44 – 63
4	Heritage and cultural resources of Egypt as a support for the Tourism and Travel Industry	Assist. Prof. Dr. Asma Mustafa Al-Shamy		64 – 94
5	A design vision for the interior architecture in the house to work remotely as a new reality	Dr. Afnan Sanad Mohammed Header		95 – 110
6	Education strategies and virtual reality simulations in light of the Corona pandemic (Case study on Exhibition) Design Course in Faculty of Architectural Engineering and Digital Design, Dar Al Uloom University)	Assist. Prof. Dr. Hassnaa Mohamed Elfeky Lect. Lamiaa Mohamed Elfeky		111 – 129
7	Design standards for interior architectural spaces in light of the spread of global epidemics	Dr. /Raed Roshdy Ywakeem Dr. / Afnan Sanad Mohammed Header		130 – 153

Contents

8	Interactive Inner Space of architectural heritage Buildings & its Impact on Tourist Attraction	Dr / Ruqaia Ahmed Elbeshihy	154 – 174
9	Our sustainable architecture: towards the activation of the image of a new architecture with characteristics of the inherited architecture	Assist. Prof. Dr. Zainab Kunduz Ghorbal	175 – 200
10	Preserving and valuing the local heritage through the role of cultural and tourism associations in the Beni Ourtilane region (Algéria)	Lect. Prof. Dr. Kezzar Mohammed Akli Assist. Prof. Messouadi Sofiane	201 – 219
11	A new perspective on designing tourist storefronts through the philosophy of Islamic architectural vocabulary An applied study of a) restaurant facade and a café)	Dr. Mahmoud Mohamed Al-Shahat Abdel-Metwally	220 – 245
12	The role of environmental design in confirming identity in urban areas and protecting them from randomness	Assist. Prof. Dr. Maha Ramadan	246 – 262
13	Green Construction Materials Towards Environmental Desert Buildings	Associ. Prof. Dr. Mai Wahba Mohamed Madkour	263 – 296
14	The Methodology of Smart Kinetic Designs in the Interior Architecture of Residential Spaces	Associ. Prof. Dr. Hala Mohamed Hassanein	297 – 323
15	Employing Written Inscriptions in Recent Mosques Architecture in Egypt	Dr. Heba Mohamed Gomaa Mohamed	324 – 344
16	Employing Islamic Heritage in the Interior Design of Tourism Facilities in the Arab World	Dr. Hadeer Mostafa Ahmad Khamees	345 – 362

Contents

17	Architecture Education in (COVID-19) Pandemic	Dr. Ahmed M. Selim	Egypt	363- 381
18	Analytic Study for (Online Learning for Building Construction Courses	Dr. Alaa Abdelhamid Elmanzlawi	Egypt	382 – 401
19	To Activate the Role of Slum Tourism in The Rehabilitation of the Eastern Necropolis, Old Cairo, Egypt	Associ. Prof. Dr. Amira Fawzy Helmy Almaz	Egypt	402 – 416
20	Using virtual platforms in Architectural Education to manage covid-19 An applied study at Horus University- Egypt	Dr. Islam Rafaat Mohamed	Egypt	417 – 437
21	Integration between sustainable architecture and Islamic heritage in Egypt's tourism facilities	Dr. Riham Salah Mohamed	Egypt	438 – 456
22	Towards new policies and strategies for management and conservation of cultural tourism in Egypt- Case Study: El-Fayoum City	Dr. Eman Mohamed Alhawty	Egypt	457 – 470
23	Studying the Correlation between Social Behavior and Urban Development for Tribal Residential Communities	Dr. Medhat Samra	Egypt	471 - 489
Research in the field of arts				
24	Typography and its role in enriching the form in advertising design	Dr. Ahmed Sayed Hamouda	Egypt	490 – 513
25	Technological development of special lighting effects devices and their role in the modern digital TV picture	Assist. Prof. Dr. Ahmed Abdel Azem Mahmoud		514 – 534
26	The Art of Comics and the Drama of the Graphic Processing for the Heritage Text "SHARAZ-De"	Dr. Ahmed Mohamed Mahmoud Ahmed Shehata		535 – 563

Contents

27	Developing the skills of female home economics students in artistic works by using technological media	Dr. Islam Gomaa Khalaf	564 – 580
28	Utilizing the (emoji) icon to express the emotion of youth in creating textile weaving	Assist. Prof. Dr. Asma Mohammad Mahmoud Khattab	581 – 604
29	An innovative vision for plastic potentials of decoupage art to enrich painting	Assist.Prof.Dr. Amany Ibrahim Ibrahim Farghal	605 – 622
30	Employing digital media trends as a communication strategy for designing advertising campaign (A case study on advertising campaigns in the Egyptian market)	Assist. Prof. Dr. Amal Muhammad Hassanein Serag Assist. Prof. Dr. Wissam Mustafa Clinic	623 – 644
31	Role of the Digital Revolution in the Interactive Relationship Between Artist and Recipient	Associ. Prof. Dr. Omniah Hamed Mohamad Sakr	645 – 659
32	Interactive digital technologies in designing interactive furniture accessories with an Islamic character “A design study for a hotel room”	Dr. Omnia Magdy Abdel Aziz Mohamed Dr. Nahla Hassan Ali Hussein	660 – 679
33	Applications of nanotechnology in production of smart sportswear	Assist. Prof. Dr. Eman Raafat Saad	680 – 694
34	“The effect of color and design on the child's behavior and the development of his skills through application to the furnishing fabrics of children's bedrooms’	Dr. Iman Salah Hamid Mohamed	695 – 719

Contents

35	A proposal to design an interactive e-book to teach art college students theories of color	Prof. Iman Ali Prof. Fatima Farouk Darwish Yousry	720 – 741
36	Comparing the effect of Coating polyester Fabric with Silver Nanoparticles (AgNPs) on gymnastics costume Functional Properties	Researcher / Iman Muhammad Mustafa Ghanem	742 – 755
37	The spiral shape in nature and its relationship to the Fibonacci sequence and the golden ratio as an input to the teaching of the Metal artifact	Assist. Prof. Dr. Eman Mostafa Ibrahim Rehan	756 – 781
38	Design of visual identity of Electronic Video Games and its effect on the audience	Assist. Prof. Dr. Einas Samir Mohamed Helmy	782 – 807
39	The effect of plastic formulations of different materials on aesthetic values For contemporary weave ornaments	Assist. Prof. Dr. Basma Ali Zalat	808 – 818
40	The technological and plastic values of the prayer niche	Researcher. Taghrid Abdel- Hamed Mohamed Abdel- Razik.	819 – 841
41	Employing children's creativity in designing advertisements directed at them	Dr. Doaa Ahmed Mohamed El Mantawy	842 – 855
42	A future vision for developing eco-tourism (natural reserves) in view of industrial design	Assist. Prof. Dr. Gehan Fouad Mohamed Mahmoud	856 – 877
43	Designing electronic games to enrich the learning process	Assistant Lecturer. Doaa Hamdy Abd El Hamid Bahnasy	878 – 896
44	Function and Experimentation of Textile Printing Design using Character and Place in Egyptian Movie Poster	Associ. Prof. Dr. Dina Ahmed Nafady Assist. Prof. Dr. Neven Farouq Hussein	897 – 917

Contents

45	The role of gamification in achieving persuasion for the recipient of the interactive advertisement	Dr. Rania Mamdoh Mahmod Gber	918 – 930
46	Expressive Spontaneity in the Textiles of Al-Haraneyah Village	Dr. Rabab Mohamed Ahmed Hassan El Henri	931 – 950
47	To benefit from the value of repetition using technological mediums in creating designs from previous Textile hangings for postgraduate students	Dr. Rehab Ahmed Zaki	951 – 966
48	The role of the printmaking in preserving the identity and facing future conditions and challenges	Dr. Rehab Basiony Ismail El shahed	967 – 985
49	Elements of folk art an important source of the realization of the aesthetic values of printed fabrics to enrich small industries	Dr. Rasha Ragab Ibrahim Hussein	986 – 1006
50	Pairing between silhouettes and multiple levels in weaving	Dr. Radwa Ibrahim Zakaria	1007 – 1028
51	The impact of social changes on digital advertising	Associ. Prof. Dr. Reham Mohamed Fahim Elgindy	1029 – 1048
52	The positive and vital role of insulation materials as a strategic component of interior design technology	Assist. Prof. Dr. Zakaria Sayed Saeed Ibraheem	1049 – 1069
53	The effective use of kinetic energy paths in the design of windows display	Dr. Sally Esmail Eraky Dr. Noha Hassan Ahmed	1070 – 1091
54	The Role of Environmental and Cultural Standards in Achieving the Competitive Advantage of Exported Egyptian Furniture	Dr. Shaimaa Samir Fahmy Mohammad	1092 – 1112

Contents

55	Aesthetic values in the studio ceramics of Garagus as a model for Small Projects development	Assist. Prof. Dr. Diaa Eldin Daoud	1113 – 1125
56	Investment of Date Palm Trimming Waste to Build a Modern Environmental Morphology of Interior Design and Furniture	Prof. Adel Adly Ibrahim Assist. Lect. Reham Ehab Khalil	1126 – 1146
57	Innovative of modern artistic Techniques Developed from Pharaonic geometrical nets to create textile hangings for hotels characterized by modern culture	Prof. Abla Kamal al-Din Tawfiq Prof. Mervat Abdel Fattah Abu Al-Enein	1147 – 1162
58	Movement and its relationship to the perception of the contemporary ceramic form	Assist. Prof. Dr. Abeer Saad Hamad Al-Mogren	1163 – 1184
59	Technological innovations in photography and their role in documenting monuments through designing electronic tours for artistic inheritance via social networking sites.	Associ. Prof. Dr. Amr Mohamed Galal Mohamed	1185 - 1200
60	Aesthetics of the expression of depth in both ancient Egyptian and Islamic painting (Comparison analytic study)	Assist. Prof. Dr. Ghada Amin Ramadan	1201 – 1220
61	Sustainability in Ancient Egyptian Architecture	Associ. Prof. Dr. Ghada Amin Ramdan Dr. Ghada Ibrahim Researcher Maha Ali Mohamed El Kaliouby	1221 – 1238
62	Psychography of social media platforms, A scientific methodology for designing advertising & stereotyping the perceptual public map	Dr. Ghada Dessuky Elmeadawy	1239 – 1264
63	The effect of Islamic decoration and Elements as a source of positive energy for the internal environment of the home	Associ. Prof. Dr. Ghada Mohamed Fathy Al-Mosalamy	1265 – 1290

Contents

64	Textile printing design as an aesthetic value in contemporary African design furniture	Assist. Prof. Dr. Fatma Ahmed Mohammed Hussein Assist. Prof. Dr. Noha Ali Radwan Mohammed Soutan		1291 – 1306
65	"Artistic and Aesthetic Values of Ancient Egyptian Civilization to Reveal Identity by Using Sportswear"(Artistic Analytical Study)	Dr. Kariman Ali Abdul Rahman Dr. Ahmed Fahim Taha Al-Barbari		1307 – 1331
66	Grasshopper program to application of the parametric design trend in creating designs for women printed fabrics	Prof. Maisa Fikry Ahmed El-Sayed Prof. Talaat Mahmoud Hassan Prof. Amal Abdel Khaleq Awad Assist. Lect. Shaima Nabil Syed Awad Al-Jizawi		1332 – 1355
67	User experience design as a method for applying Design for sustainable behavior in view of the Digital revolution	Dr. Magdoline ElSayed Hassaneen		1356 – 1327
68	Developing the language of dialogue System interior design Through connection parameters	Assist. Prof. Dr. Mohammad Hamed Dief-Allah Dr. Rania Ahmed Sayed ELqattan		1373 – 1400
69	The geometric feature in the system of decoration of the windows of the Ahmed Ibn Tulun	Assist. Prof. Dr. Mohamed Hussein Elsaban		1401 – 1418
70	The role of holographic imaging in dazzling scenes of motion pictures	Dr. Mohamed Hussien Mohamed Eissa		1419 – 1435
71	Innovation in interior design between the trauma of civilization and the emphasis on identity	Assist. Prof. Dr. Mahmoud Ahmed Hassan Elkouriny		1436 – 1448
72	Electromagnetic waves and their impact on the advancement of devices and equipment technology using remote sensing technology, and the application of self-control momentum"	Dr. Mahmoud Ahmad Mahmoud Ahmad Nafea		1449 – 1469

Contents

73	The role of photographic special effects in producing an artistic image	Dr. Maryam Mohamed Mohamed Hassan	1470 – 1491
74	The effect of interior design dimensions on historical buildings (Case study of the Baron's Palace in Cairo)	Dr. Merihan Mohamed Yahya Mahmoud	1492 – 1511
75	The effectiveness of using peer teaching strategy in teaching Book design Course and its impact on students	Assist. Prof. Dr. Menna Sameh Abohashema Assist. Prof. Dr. Hanan Abdelraof Hassanin	1512 – 1526
76	Heritage Protection Methods And Semantics In The Advertising Design	Assist. Prof. Dr. Mona Abd El Aziz Hassan Abd Allah	1527 – 1565
77	Assemblage and its role in enriching the creative vision of the Mural painter	Assist. Prof. Dr. Mona Mostafa Aliouh	1566 – 1593
78	Egyptian identity as a creative source of promotional advertising campaigns (Experimental study to announce the opening of the Great Egyptian Museum)	Associ. Prof. Dr. Mona Ibrahim Abdel Rahim	1594 – 1617
79	The role of social media in spreading Plastic arts through designing and marketing printed fabrics and fashion for ladies	Associ. Prof. Dr. Mona Mohamed Adel Elnahas	1618 – 1648
80	Modern Techniques to Prove Ownership of Digital Artworks	Dr. Mohrah Hamed Mohamad Sakr	1649 – 1664
81	The communication dimensions of using social media platforms for brand heritage revival advertising campaigns	Dr. Nancy Abdalla Mohamed Fakhry	1665 – 1684
82	The philosophy of the traditional composition of the triangle and Its Role in the rooting of the Egyptian identity of interior design and contemporary furniture	Dr. Naglaa Ezzat Ahmed Mahmoud	1685 – 1706

Contents

83	Figure Structural systems analysis of King Tutankhamun's Holdings to enrich the design of contemporary Egyptian jewelry	Associ. Prof. Dr. Noha Hosien Ahmed Foda		1707 – 1720
84	Publicity and identification of official institutions by creating cartoon characters for their employees	Dr. Nevean Mohammed Hassan Mohammed Abd Elaziz		1721 – 1741
85	Cultural industries and their impact on interior design	Assist. Prof. Dr. Hala Salah Hamed		1742 – 1757
86	Sustainable Landscape Design in Historic Areas	Assist. Prof. Dr. Heba Tullah Osman Abd Elrahim Zohny		1758-1774
87	The effect of “design for happiness” on quality of life in workplaces	Dr. Heba Eissa Abdel-Hamid		1775 – 1793
88	Technical methods of Fatimid ceramics and their role in establishing small projects	Dr. Hind Gamal Ibrahim Bakri		1794 – 1811
89	Responsible Designer In View of The Ethics of Interior Design	Dr. Wael Mohammed Kamel El Sayed		1812 – 1842
90	Novel designs inspired from traditional crafts in Jazan region and their effect on developing handicraft tourism in Saudi Arabia kingdom.	Prof. Wadea Abd Allah Boker Dr. Asmaa Abd Al-Aziz Almoslem		1843 – 1860
91	Methodology for applying design thinking to design glass tableware supplements	Dr. Walaa Hamed Mohamed Hamza		1861 – 1880
92	The Production of kilim fabrics in mass production on shuttle-less looms, and giving them the appearance of handcraft.	Dr. Ahmed M. Salah Dr. Abeer Ragheb El-Etriby	Egypt	1881 – 1899
93	Accessible Museums' Facilities for Visually Impaired Visitors Applicable Project in the Museum of Islamic Art in Cairo	Dr. Ahmed Mohammed M. Abdelrazik	Egypt	1900 – 1912
94	Islamic Heritage as a Framework for Creating Sustainable Art work	Dr. Asmaa Elnawawy Dr. Ragia Belal	Egypt	1913 – 1930

Contents

95	Using Immersive media to develop the most intuitive way to build an Interactive Animated Augmented Reality (AR) experiences for Product Design taking into consideration the Covid-19 Pandemic.	Dr. Ayman Raafat Elgndy	Egypt	1931 – 1945
96	Using Biophilia in Interior Design and its impact factor on performance's and Wellbeing of the occupiers.	Assist. Prof. Dr. Doaa Ismail Ismail Attia	Egypt	1946 – 1967
97	The influence of Islamic Culture on Service Design	Assist. Prof. Dr. Hany Mohammed El-saied Assist. Prof. Dr. Osama Youssef Mohammed Researcher. Asmaa Ahmed Hamdy	Egypt	1968 – 1986
98	Interactive Isolation Care System for COVID-19 IICS	Assist. Prof. Dr. Khaled Farouk ElSendiony	Egypt	1987 – 2000
99	Benefit from technique of virtual reality in designing handmade textile	Dr. Marwa Ahmed Abd Al-Rahman	Egypt	2001 – 2039
100	The impact of interactive learning and digital technology in supporting creativity and improving teaching methods	Prof. Mona Abu Table Prof. Samya Elshnawi	Egypt	2040 – 2056
101	Consumer value co-creation impact on Egyptian tourism through social media	Dr. Nermin El Sayed Ali Ahmed Abd El Halim	Egypt	2057 – 2070
102	Manufacturing Wooden and Armored Doors in the Mamluk Era	Dr. Ola M. Mohammed Ahmed	Egypt	2071 – 2092
103	Heritage Packaging Design Inspired from Saudi Artist Work (case study on duty-free shop products)	Prof. Rania Fawzi Mohammed Ali	Egypt	2093 – 2104
104	Winning Best Costume Oscar 2019 "Black Panther" A model for Reformulating Traditional Costumes into	Prof. Rehab Ragab Moahmoud Hassaan	Sultanate of Oman	2105 - 2119

Contents

Re76search in the field of human sciences				
105	Analyzing Noise Abatement-Related Architectural Elements within Cairo's Historical Religious Buildings (An Analytic Study)	Assist. Prof. Dr. Ahmed Awwad Hussein		2120 – 2133
106	Moyens de promouvoir le tourisme archéologique	Prof. Amal Yousfi Dr. Bin Zghadi Muhammad		2134 – 2142
107	The experience of the Sultanate of Oman in entrepreneurship education in schools as an Approach to support small industries in local communities.	Dr. Hossam El Din Elsaid Mohammad Ibrahim Researcher / Turki bin Khalid bin Saeed Al-Nafi'i		2143 – 2160
108	Restoration and rehabilitation of ancient buildings - Sabil Muhammad Ali Pasha as a model of an architectural masterpiece that embraces the Egyptian Textile Museum	Dr. Dalia Ali Abdel-Aal El-Sayed		2161 – 2172
109	Implementation of the aesthetics of Mola Art according to futurism The proposed training » workshop »	Dr. Dalia Mohamed Abdel Aziz Syed		2173 – 2192
110	Sources of Al-Megrahi Tlemceni in the history of the Umayyad Mosque in Cordoba Nafh al-Tayeb's book is a model	Assist. Prof. Dr. Rawya Abd El Hamed SHafea.		2193 – 2219
111	Activating the role of educational and cultural institutions to emphasize the identity and personality of the Egyptian civilization in interior design and furniture in the era of knowledge cities	Dr. Soad Abdel Haleem Mahmoud		2220 – 2233
112	A theoretical approach to the meaning of art and its relationship to society	Dr. Souad Nezzari Dr. Kaddour Noura		2234 – 2252

Contents

113	The scientific and life in the city of Alexandria at the end of the seventh century AH in the light of journey of Ibn Rashid al- sabti	Dr. Samir Hamed Mohamed Abdel-Rahim		2253 – 2260
114	The Role of Urban Heritage and Cultural Tourism in Economic Development The Islamic Andalusian Archeology in Spain	Dr. Samira Malki		2261 – 2274
115	Issues of identity and heritage in Palestinian cinema	Prof. Soheir Abdelraheem Abo Eloyoun Assist. Lect. Maram Mahmoud Thabet Mohamed	Egypt	2275 – 2294
116	The Madrasa of Osman Pasha Maher in Cairo during the Beginning of the Twentieth Century AD Archaeological with Artistic " Study and Publishing for the First Time"	Assit. Prof. Dr. Ghadeer Dardier Afify Khalifa	Egypt	2295 - 2323
117	sandals of the Prophet between Serah , history and art	Prof. Mohamed Ali Abdel- Hafeez	Egypt	2324 – 2360
118	The Style of Shadows Formation as an Incentive to Teaching Painting for Art Education Students in the Faculty of Specific Education	Dr. Mona Ibrahim Hamdy El Tobgy	Egypt	2361 – 2371
119	The Ornamental heritage of Gypsies around the world between past and present	Dr. Nihad Mohamed Sadek	Egypt	2372 – 2387
120	Evolution of the Symbolic and Expressive Connotations of Anthology of Visual Symbols in the Egyptian Folklore	Assist. Prof. Dr. Heba Abdelmohsen Ali Mohamed Nagy Researcher. Esraa Abdelfatah Hussein Abdelfatah	Egypt	2388 - 2411

Contents

121	The most important methods and techniques used to photograph museum collections (Applied to heritage museums)	Assist. Prof. Dr. Walaa Mohamed Mahmoud Ahmed	Egypt	2412 – 2432
122	Usage of Nanoparticles in Consolidating Painted Wooden Ceilings	Assist. Prof. Dr. Rehab Fathy Hammam Aly	Egypt	2433 - 2444